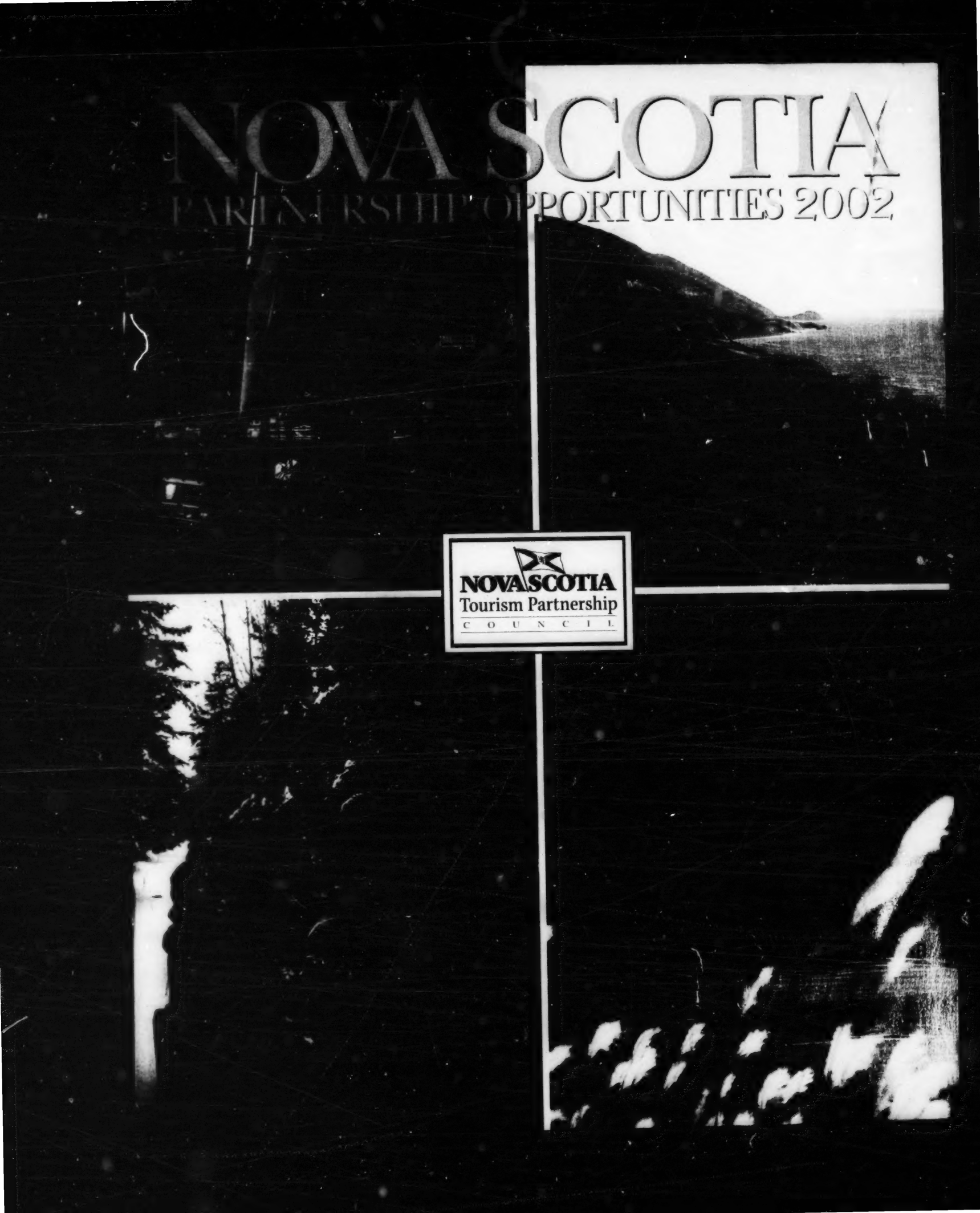

NOVA SCOTIA
PARTNERSHIP OPPORTUNITIES 2002
NOVA SCOTIA
Tourism Partnership
COUNCIL

TABLE OF CONTENTS

Atlantic Canada Partnership Opportunities
Advertising Offer. 3
Ontario Partnership Opportunities
Advertising Offer. 4
Travel Show. 4
Quebec Partnership Opportunities
Advertising Offer 5
Travel Show. 6
Visitor Information 7
Northeastern US Partnership Opportunities
Advertising Offer. 8
Visitor Information 8
Europe Partnership Opportunities
Travel Show. 9
Niche Market Partnership Opportunities
Meetings, Conventions and Incentive Travel. 9
Golf – fulfillment Offer 10
Golf – Travel Shows 10
Outdoor & Nature – Fulfillment Offer 11
Outdoor & Nature – Advertising Offer. 11
Outdoor & Nature – Travel Shows 12
All Market Partnership Opportunities
Destination Marketing Program. 13
Regional Tourism Industry Association Activities 13
Marketing Programs. 13
On-Line Marketing 14
Tour Operator Programs 14
Travel Shows 15
Product Knowledge/Familiarization Tours 16
Fulfillment Offer 17
Visitor Information Centres & Check-In Information 18
Product Development 19

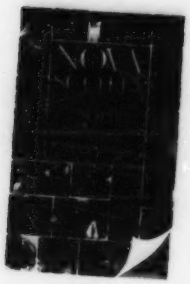
2002 PARTNERSHIP OPPORTUNITIES GUIDELINES

- Media advertising prices listed are less than 50% of the actual cost
- Prices are based on one insertion, 4-colour material
- All costs are quoted in Canadian dollars
- Costs may be subject to change
- HST is included in all pricing
- Costs for production of advertising material are not included
- Advertising content and claims are subject to review and approval by the Nova Scotia Department of Tourism & Culture - Tourism Division. Prior to submitting film, ad layout needs to be provided for approval
- Each order form is subject to review. Any or all applications for co-op assistance may not be accepted
- All programs are subject to cancellation at any time due to lack of sufficient participation
- No liability is assumed by Corporate Communications Limited, the Province of Nova Scotia or media for any claims made
- Advertising specifications for each program will be provided once we have received your booking
- A cheque for 50% of the media costs must accompany your order form
- An invoice will be issued for the remaining 50%, accompanied by samples of the creative

Please see individual program contacts for payment details.

ATLANTIC CANADA PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER



2002 Festivals and Events Guide

A 32 page digest with a print run of 100,000 copies for broad circulation, the digest is fulfillment to Regional advertising and is also available within the province at VICs, museums, accommodations and other tourism-related operations, as well as point-of-sale kiosks. Ads available to festivals and events only (with the exception of cover positions). Also available as electronic fulfillment on-line.

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Insertion Dates	Deadlines		Cost	
March 1, 2002	**Booking:**	January 14, 2002	**Back Cover:**	$2,000
	Material:	January 28, 2002	**Inside Back:**	$1,000
			Full Page:	$500
			Half Page:	$250

Spring, Summer, Fall Value Vacation Ideas

These customized 4-colour publications will be distributed to 290,000 targeted households in Nova Scotia, New Brunswick and Prince Edward Island with an additional 10,000 copies distributed through VICs and kiosks. These publications provide advertisers with a strong regional coverage, and are designed to entice the audience to call for more information about a vacation in Nova Scotia. Conditions and participation criteria apply.

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Insertion Dates	Deadlines		Cost	
Spring Book				
March 2002	**Booking:**	January 18, 2002	**Coupon:**	$200
	Materials:	February 1, 2002	Dimensions TBA	
Summer Book				
May 2002	**Booking:**	March 15, 2002	**Coupon:**	$200
	Materials:	March 29, 2002	Dimensions TBA	
Fall Book				
August 2002	**Booking:**	June 14, 2002	**Coupon:**	$200
	Materials:	June 28, 2002	Dimensions TBA	

Winter Fulfillment Program

Include your winter packages/products in the winter fulfillment kit. A direct mail campaign will target the Regional market (Nova Scotia, New Brunswick, Prince Edward Island), with 5,000 fulfillment kits being made available. Offer is limited to 20 partners on a first come, first served basis.

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Insertion Dates	Deadlines	Cost
January 2002	December 14, 2001	$250

5,000 copies of your winter offer must be delivered to the Nova Scotia Distribution Centre by December 14, 2001. Certain conditions and criteria will apply.

ADVERTISING OFFER

Reader's Digest (Eastern Canada Edition)

Reader's Digest has the largest circulation of any magazine in Canada, both nationally (1,250,123) and in Atlantic Canada (111,880).

Contact: Jason Riley, (902)493-3251, jriley.ccl@cclgroup.ca

Insertion Dates	Deadlines		Cost	
April 2002	**Booking:**	December 14, 2001	**Full Page:**	$3,375
	Material:	January 4, 2002	**Half Page:**	$1,725

TRAVEL SHOW

October 27-30, 2002

Ontario Motorcoach Association Annual Convention Niagara Falls, ON

Motorcoach tour operators primarily from Ontario meeting in one-on-one pre-scheduled appointments. Association membership is required to attend.

Who Should Attend: Accommodations, attractions/events, receptive operators, Destination Marketing Organizations.

Contact: Michele Bourgeois, (902)424-5037, mbourgeo@gov.ns.ca

Dates	Cost
October 27-30, 2002	Approximately $500 registration fee

NOTES: Costs for accommodations and travel are additional.

ADVERTISING OFFER

Sélection du Reader's Digest

Sélection delivers very strong coverage to Nova Scotia's core French market in Quebec and New Brunswick with added french coverage across the rest of Canada (circulation 230,054).

Contact: Jason Riley, (902)493-3251, jriley.ccl@cclgroup.ca

Insertion Dates	Deadlines		Cost	
April 2002	**Booking:**	December 14, 2001	**Full Page:**	$3,170
	Material:	January 4, 2002	**Half Page:**	$1,585

Montreal La Press & Le Journal

An impact section will be inserted into two major French daily newspapers in Montreal, La Presse and Le Journal. Combined circulation is over 600,000.

Contact: Jason Riley, (902)493-3251, jriley.ccl@cclgroup.ca

Insertion Dates	Deadlines		Cost	
April 2002	**Booking:**	December 14, 2001	**Full Page:**	$8,710
	Material:	January 4, 2002	**Half Page:**	$4,355
			1/4 Page:	$2,180

2003 French Travel Guide

Du rêve à l'aventure is the fulfillment for all consumer inquiries generated by the internet and advertising campaigns in Francophone Canada, principally Quebec. This 280 page complete trip planner closely parallels the **Doers and Dreamers Guide** and fulfills inquiries for French language requests from Quebec, NB, NS and elsewhere. Print run of 80,000 copies.

Contact: Susan Shephard, (902)424-4709, shephars@gov.ns.ca

Insertion Dates	Deadlines		Cost	
March 2003	**Booking:**	July 31, 2002	**Back Cover:**	$5,000
	Material:	October 31, 2002	**Inside Back:**	$3,000
			Full Page:	$2,000
			Half Page:	$1,000
			1/4 Page:	$500

TRAVEL SHOW

Le Salon National du Grand Air (The National Great Outdoors Show) Montreal, PQ

Largest outdoor show in Canada

March 20-24, 2002

Who Should Attend: Receptive tour operators, Destination Marketing Organizations. Industry partners should speak French.

Contact: Cindy Wade, (902)424-4676, cwade@gov.ns.ca

Dates	Cost
March 20-24, 2002	Approximately $1,000

NOTES: Costs for accommodations and travel are additional.

Salon Vacances et Loisirs d'ete (Summer Holidays Show) Montreal, PQ

In cooperation with Via Rail Canada, a block of booths are available to Nova Scotia industry operators to participate in a special Nova Scotia promotion at this major consumer holiday show.

April 12-14, 2002

Who Should Attend: Receptive tour operators, accommodations, attractions/events, Destination Marketing Organizations.

French language capabilities and the provision of collateral in French is necessary.

Contact: Ron Comeau, (902)424-4045, rcomeau@gov.ns.ca

Dates	Cost
April 12-14, 2002	TBA

NOTES: Costs for accommodations and travel are additional.

Salon Vacances et Loisirs d'ete (Summer Holidays Show) Quebec City, PQ

One of the largest consumer holiday shows in Quebec

April 26-28, 2002

Who Should Attend: Receptive tour operators, accommodations, attractions/events, Destination Marketing Organizations.

French language capabilities and the provision of collateral in French is necessary.

Contact: Cindy Wade, (902)424-4676, cwade@gov.ns.ca

Dates	Cost
April 26-28, 2002	TBA

NOTES: Costs for accommodations and travel are additional.

TRAVEL SHOW

Bienvenue Quebec
Montreal, PQ

April 26-28, 2002

Motorcoach tour operators from Canada (primarily Quebec) and US meeting in one-to-one appointments.

Who Should Attend: Accommodations, attractions/events, receptive operators, Destination Marketing Organizations

Contact: Michele Bourgeois, (902)424-5037, mbourgeo@gov.ns.ca

Dates	**Cost**
October 21-23, 2002	Approximately $1,250 registration fee

NOTES: Costs for accommodations and travel are additional.

VISITOR INFORMATION

ici, on parle français

RECHERCHEZ CE SYMBOLE

Ici, on parle francais

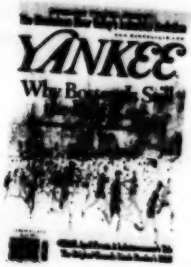
The program promotes enhanced customer service through the identification and promotion of tourism-related businesses that provide French service to our visitors

Eligibility: Tourism-related businesses must have a minimum of one fully bilingual staff person in each front-line area during all hours of operation.

Contact: Bob Book, (902)424-3141, bookbe@gov.ns.ca

Notes: The program is provided at no charge to operators. Following the submission of an application, review and subsequent approval process, operators will receive a membership kit with lapel pins, tent cards and door decals.

ADVERTISING OFFER



Yankee Magazine

Yankee Magazine's audience of upscale, well-educated readers fit Nova Scotia's target and responds strongly to direct response offers. Nova Scotia will be running a special section featuring advertising and editorial content presented in a highly visable and attractive manner to a circulation of over 700,000.

Contact: Jason Riley, (902)493-3251, jriley.ccl@cclgroup.ca

Insertion Dates	Deadlines	Cost	
April 2002	**Booking:** November 23, 2001	**Full Page:**	$12,175
	Material: December 7, 2001	**Half Page:**	$6,090
		1/4 Page:	$3,045

Reader's Digest US (New England Edition)

Reader's Digest is the world's most widely read monthly magazine. The New England edition has a circulation of 650,488, and it's readers fit well with Nova Scotia's target audience.

Contact: Jason Riley, (902)493-3251, jriley.ccl@cclgroup.ca

Insertion Dates	Deadlines	Cost	
April 2002	**Booking:** November 23, 2001	**Full Page:**	$12,600
	Material: December 7, 2001	**Half Page:**	$6,300

VISITOR INFORMATION

Fair & Friendly Exchange Program

The Fair & Friendly Exchange Program is a tangible way to show our US visitors that we appreciate the worth of a dollar - and their valuable business. To participate in this program, the participant guarantees to provide an exchange rate within five percent of the current bank rate and display the Fair & Friendly material in a prominent location where it is recognizable to the visitor.

Fair & Friendly is a year round program recognized in the **Doer's and Dreamer's Travel Guide**.

Contact: Sharon Martin, (902)424-4686, smartin@gov.ns.ca

Cost
No charge.

EUROPE PARTNERSHIP OPPORTUNITIES

TRAVEL SHOW

Spotlight Canada, London, England

Tour operators/media from the United Kingdom meeting in one-on-one pre-scheduled appointments. Participation is in partnership with Atlantic Canada Tourism Partnership.

Who Should Attend: Attractions/events, accommodations, Destination Marketing Organizations, receptive tour operators

March 11-13, 2002

Contact: Cindy Wade, (902)424-4676, cwade@gov.ns.ca

Dates	Cost
March 11-13, 2002	Approximately $2,500 registration fee

NOTES: Costs for accommodations and travel are additional.

Other trade shows in the US and European markets have been identified as excellent opportunities for the industry to promote its products. Nova Scotia will be involved in a number of activities including sales missions, trade shows and special promotions which have yet to be determined.

NICHE PARTNERSHIP OPPORTUNITIES

MEETINGS, CONVENTIONS AND INCENTIVE TRAVEL

The Greater Halifax Conventions and Meetings Bureau works in partnership with the Tourism Partnership Council to fulfill it's mandate:

- increase the Metro Halifax market share of a world-wide, multi-billion dollar meetings industry by promoting the region as a destination for meetings, conventions, exhibitions and special events;
- provide meeting planners with a full range of services which will promote and build attendance at the Metro area meetings;
- create business opportunities for bureau members; and
- develop pre- and post- conference travel opportunities.

The following programs are offered in conjunction with the Greater Halifax Conventions and Meetings Bureau:

- **Professional Convention Management Association (PCMA), Nashville, TN** - January 6-9, 2002
- **International Association of Convention & Visitors Bureaus (IACVB) Destination Showcase, Washington, DC** - February 3, 2002
- **Tete a Tete Trade Show, Ottawa, ON** - February 20, 2002
- **Toronto Winter Marketplace, Toronto, ON** - February 21, 2002
- ***Showcase Chicago, Chicago, IL** - March 2002
- ***Showcase New York, New York, NY** - April 2002
- ***Showcase Atlanta, Atlanta, GA** - May 2002
- ***Greater Washington Society of Association Executives (GWSAE) Springtime in the Park, Washington, DC** - June 7, 2002
- ***TRAILblazers, Location TBA** - June 7, 2002
- **Council of Engineering & Scientific Society Executives (CESSE), San Jose, CA** - July 23-26, 2002
- **Canadian Society of Association Executives (CSAE) Annual Convention. Hull, PQ** - July 27-29, 2002
- **Canadian Meeting and Incentive Travel Show, Toronto, ON** - August 21, 2002
- **Executive Travel and Corporate Meeting Planner Shows, Ottawa ON and Montreal, PQ** - September 2002
- ***Incentive Travel and Motivation Exposition (IT&ME), Chicago, IL** - October 2002
- **Ottawa Client Promotion, Ottawa, ON** - October 24, 2002

For more information on these events or the Greater Halifax Conventions and Meetings Bureau, please contact: Catherine Porter, (902)422-2161, cporter@meethalifax.com

*** These events are offered through the CTC. The US meeting planners which attend these promotions are pre-qualified as having the ability/interest in meeting in Canada.**

GOLF – FULFILLMENT OFFER

Nova Scotia Golf Travel Guide 2002

A full colour publication produced in partnership with Golf Nova Scotia. Over 100,000 copies of this publication will be distributed as fulfillment to inquiries about golf in Nova Scotia, to all provincial VIC's and point of sale kiosks, through Check-In Nova Scotia and at major golf trade and consumer shows.

Contact: Peter Douglas, Holiday Media Inc., (902)425-8255 ext.105

Insertion Dates	Deadlines		Cost	
January 2002	**Booking:**	November 16, 2001	**Back Cover:**	$5,000
	Material:	November 23, 2001	**Inside Back:**	$4,000
			Full Page:	$3,000
			Half Page:	$1,900
			1/4 Page:	$1,100

GOLF – TRAVEL SHOWS

Toronto Golf & Travel Show, Toronto, ON

Major Canadian golf and consumer show with exhibitor mix of destinations, resorts, golf clubs and courses and golf manufacturers. Attracts golfers who travel.

February 28 – March 3, 2002

Who Should Attend: Accommodations with golf packages, destinations with golf product, golf clubs and courses. Golf Nova Scotia, in co-operation with the Department of Tourism & Culture, will have a booth at this show.

Contact: Bob Book, (902)424-3141, bookbe@gov.ns.ca

Dates	Cost
February 28 – March 3, 2002	Approximately $1,725 registration fee

NOTES: Costs for accommodations and travel are additional.

Montreal Golf & Travel Show, Montreal, PQ

Major consumer golf show in Quebec with exhibitor mix of destinations, resorts, golf clubs and courses and golf manufacturers. This show attracts golfers who travel.

March 8-10, 2002

Who Should Attend: Accommodations with golf packages, destinations with golf product, golf clubs and courses. Golf Nova Scotia, in co-operation with the Department of Tourism & Culture, will have a booth at this show.

Contact: Bob Book, (902)424-3141, bookbe@gov.ns.ca

Dates	Cost
March 8-10, 2002	Additional booth approximately $1,625

NOTES: Costs for accommodations and travel are additional.

NICHE PARTNERSHIP OPPORTUNITIES

GOLF – TRAVEL SHOWS

March 15-17, 2002

Ottawa Golf Show, Ottawa, ON

Major golf and consumer show with exhibitor mix of destinations, resorts, golf clubs and courses and golf manufacturers. Attracts golfers who travel.

Who Should Attend: Accommodations with golf packages, destinations with golf product, golf clubs and courses. Golf Nova Scotia, in co-operation with the Department of Tourism & Culture, will have a booth at this show.

Contact: Bob Book, (902)424-3141, bookbe@gov.ns.ca

Dates	Cost
March 15-17, 2002	Additional booth approximately $1,095

NOTES: Costs for accommodations and travel are additional.

OUTDOOR & NATURE – FULFILLMENT OFFER

Nova Scotia Nature & Outdoor Lover's Guide 2002

The Nova Scotia Nature & Outdoor Lover's Guide is a publication developed in cooperation with the Nova Scotia Adventure Tourism Association (NSATA). 100,000 copies of this 32 page publication will be produced for distribution by members of the Association, as fulfillment to inquiries about outdoor and nature in Nova Scotia, to all provincial VIC's and point-of-sale kiosks.

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Insertion Dates	Deadlines	Cost
January 2002	**Booking:** November 16, 2001	**Back Cover:** $3,000
	Material: November 30, 2001	**Listing:** $100 per adventure

NOTES: Conditions and criteria apply. Operators must supply a colour photo. All activity listings will be formatted by Nova Scotia Tourism & Culture.

OUTDOOR & NATURE - ADVERTISING OFFER

Outside Magazine

A 4-page section will be inserted in Outside magazine. With a circulation over 135,000, this publication offers great exposure to the New England/Mid-Atlantic market in the US, as well as the Ontario, Quebec and Atlantic markets in Canada. Outside appeals to a broad range of activities such as hiking, canoeing, kayaking, cycling, diving and more.

Contact: Jason Riley, (902)493-3251, jriley.ccl@cclgroup.ca

Insertion Dates	Deadlines	Cost
April 2002	**Booking:** November 30, 2001	**1/9 page:** $1,150
	Material: December 14, 2001	

OUTDOOR & NATURE - TRAVEL SHOWS

Florida RV Supershow, Tampa, FL

The largest in the US, this is a consumer RV show. Attendance in recent years was over 45,000 annually.

January 15-20, 2002

Who Should Attend: Nova Scotia will have a booth in cooperation with Campground Owners Association of Nova Scotia (COANS)

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Dates	Cost
January 15-20, 2002	Additional booth approximately $1,275

NOTES: Costs for accommodations and travel are additional.

Toronto Outdoor Adventure Show

Canada's largest consumer show catering to adventure sports and adventure tourism with 31,000 visitors in 2001.

February 22-24, 2002

Who Should Attend: Outdoor adventure operators, outfitters, accommodations/campgrounds, destination marketing organizations.

Contact: Cindy Wade, (902)424-4676, cwade@gov.ns.ca

Dates	Cost
February 22-24, 2002	$825 for 10x10 booth space; $200 for booth accessory package (carpet, table, 2 chairs and electrical outlet)

NOTES: Costs for accommodations and travel are additional.

ALL MARKETS PARTNERSHIP OPPORTUNITIES

DESTINATION MARKETING PROGRAM

April 1, 2002 – March 31, 2003

Destinations within the province of Nova Scotia are encouraged to develop unique marketing programs which will highlight particular regional strengths while at the same time support the overall marketing efforts of the Province for 2002. The program prioritizes proposals which include a seasonality component. Proposals must be destination oriented, include a minimum of 50% private sector financial support. All proprosals must have a marketing plan which includes quantifiable objectives and a plan for evaluation relevant to the overall Provincial Tourism Marketing Strategy.

Contact: Pam Wamback, (902)424-4170, wambackp@gov.ns.ca

Timing	**Cost**
April 1, 2002 – March 31, 2003	Designed for use by regions of the province. Maximum 50% cost sharing.

REGIONAL TOURISM INDUSTRY ASSOCIATION ACTIVITIES

Regional Tourism Associations offer several marketing programs in which industry can participate at the local level including the following: production of literature (regional guides), FAM tours, participation in consumer shows, and special regional promotions. Deadlines and programs vary by regional association. See contacts below.

- Antigonish-Eastern Shore Tourism Association - 889-2362 - aesta@excite.com
- Central Nova Tourist Association - 893-8782 - cnta@auracom.com
- Evangeline Trail Tourism Association - 681-1645 - etta@fox.nstn.ca
- Pictou County Tourist Association - 485-6151 - info@tourismpictoucounty.com
- South Shore Tourism Association - 634-8844 - ssta@fox.nstn.ca
- Yarmouth County Tourist Association - 742-5355 - ycta@auracom.com
- Tourism Cape Breton - 563-4636 - jconnor@tcb.ns.ca
- Halifax Regional Municipality - 490-5948 - tomsj@halifax.region.ns.ca

MARKETING PROGRAMS

Discover our true nature

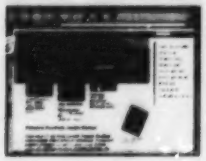
Canadian Tourism Commission (CTC)

The CTC offers several marketing programs in which the industry can participate, in addition to those offered of Nova Scotia Tourism & Culture. The CTC offers cooperative marketing and product development opportunities in the following areas:

- Domestic Rediscover Canada Program
- CTC Product Club Program
- US Leisure Touring/General Fulfillment
- US Leisure Adventure – Joint US & Canada
- US Leisure Cities & Resorts Getaways

Contact: Mark Schwilden, US Leisure Program, (613)952-8405, schwilden.mark@ctc-cct.ca
Scot Patterson, Domestic Program, (613)941-0520, patterson.scott@ctc-cct.ca
Donna Owens, MC&IT Program, (613)946-2140, owens.donna@ctc-cct.ca

ON-LINE MARKETING



Website Reciprocal Link Program

Surf Canada's seacoast on www.novascotia.com, the official tourism website of the province of Nova Scotia. Partners can benefit in two ways from our on-line marketing:

1. Listings included in the Doer's and Dreamer's Guide will automatically be included on-line in a searchable database and/or on pages throughout the site;

2. Links can be established to other Nova Scotia tourism-related sites that specifically promote Nova Scotia as a vacation destination.

Contact: Vickie Siscoe, (902)424-2682, siscoeve@gov.ns.ca

Timing
Year round

Notes:
Properties participating in the Doer's and Dreamer's Guide are automatically included on www.novascotia.com. Partners are required to provide a reciprocal link back to www.novascotia.com from a primary page on their website. Links may be removed without notice at any time. All information must be kept current. Other conditions may apply.

Website Advertising

For operators in good standing and who participate in the travel guide listings, this opportunity offers additional information on the www.novascotia.com site. This page will include a photo, information on the operation and a presence in our on-line Advertisers Index.
Cost: $150 per year

Contact: Vickie Siscoe, (902)424-2682, siscoeve@gov.ns.ca

Note: Panicipants are required to provide a photo and relevant information in an electronic format.

TOUR OPERATOR PROGRAMS

Tour Operator Partnership Program

January 31, 2002

This program provides opportunities to partner in the marketing of packaged products in Nova Scotia's key markets. The program is available to Tour Operators based on submitted proposals only.

Contact: Cindy Wade, (902)424-4676, cwade@gov.ns.ca

Timing
Proposals due
January 31, 2002

Cost
Funding level is varied.

TradeSmart

TradeSmart is a Travel Trade Supplier Certification Program designed to expand the markets for Nova Scotia's tourism products through building successful partnerships with the travel trade. To begin, this program will focus on the North American travel trade market.

Suppliers and Destination Management Organizations are invited to attend a seminar that addresses "how-to's" of doing business with the travel trade. A kit and application form (for accommodations, attractions, and activites/events) are provided at the seminar. Approval for certification is based on having policies that are responsive to travel trade needs. Operators who meet all of the mandatory requirements and at least 50% of the preferred policies and practices will be declared TradeSmart Certified.

Contact: Kim Jardine, (902)424-1787, jardinkr@gov.ns.ca

Timing
Seminar dates TBA

Cost
Application and renewal fees TBA.

TRAVEL SHOWS

Atlantic Canada Showcase, Halifax, NS

Motorcoach operators from Canada and US interested in Atlantic Canadian products meeting in one-on-one pre-scheduled appointments.

October 2002

Who Should Attend: Accommodations, attractions/events, receptive operators, Destination Marketing Organizations

Contact: Michele Bourgeois, (902)424-5037, mbourgeo@gov.ns.ca

Dates	Cost
October 2002	TBA

NOTES: Costs for accommodations and travel are additional.

National Tour Association (NTA) Annual Convention Los Angeles, CA

North American tour operators meeting in one-on-one pre-scheduled appointments. Association membership is required.

November 8-13, 2002

Who Should Attend: Accommodations, attractions/events, receptive operators, Destination Marketing Organizations

Contact: Michele Bourgeois, (902)424-5037, mbourgeo@gov.ns.ca

Dates	Cost
November 8-13, 2002	Approximately $1,500 registration fee

NOTES: Costs for accommodations and travel are additional.

American Bus Association (ABA), Indianapolis, IN

Motorcoach owners from North America (predominantly USA) meeting in one-on-one pre-scheduled appointments.

February 1-6, 2003

Who Should Attend: Accommodations, attractions/events, receptive operators, Destination Marketing Organizations

Contact: Michele Bourgeois, (902)424-5037, mbourgeo@gov.ns.ca

Dates	Cost
February 1-6, 2003	Approximately $1,500 registration fee

NOTES: Costs for accommodations and travel are additional.

PRODUCT KNOWLEDGE/FAMILIARIZATION TOURS

Travel Counselor

Spring 2002

Each spring regional tours are conducted for approximately 250 travel counselors working in over 70 provincially and locally operated visitor information centres. These tours are part of an annual training program designed to enhance the travel counselor's knowledge of Nova Scotia's tourism product. Tours are 2-3 days in length and carry approximately 40 participants each.

Experiencing your product first hand greatly increases travel counselors' knowledge of your area and your product thereby enabling them to transfer this information to our visitors.

Contact: Lisa MacIsaac, (902)424-2788, lmacisaa@gov.ns.ca

Timing	Cost
Spring	In kind contribution or reduced costs.

Media

Year round, excluding high season

To promote Nova Scotia's tourism products through television/film, radio, newspaper or magazine writers, photojournalists and editors of niche publications. Media FAM's last anywhere from several days to 2 weeks and may involve individuals or small groups.

Eligibility

1. Accommodation must have full private bath.
2. Complimentary or reduced rates.
3. Businesses will be contacted depending on the type of media is touring at the time.
4. Involvement will enhance the awareness and expose the business throughout North America and Europe.

Contact: Randy Brooks, (902)424-4171, rbrooks@gov.ns.ca

Timing	Cost
Year round, excluding high season	In kind contribution of your product and/or service.

Travel Trade

Year round, excluding high season

Educate travel agents, reservation agents, travel counselors, tour operators, wholesalers and group leaders to be a highly effective sales force for the Nova Scotia product by allowing them to experience it first hand.

Build knowledge and enthusiasm for your product in this important distribution channel.

Eligibility

1. Accommodation must have full private bath.
2. Complimentary or reduced rates.
3. Businesses will be contacted depending on origin and/or special interests of the group.
4. Involvement will enhance the awareness and expose the business throughout North America and Europe.

Contact: Cindy Wade, (902)424-4676, cwade@gov.ns.ca

Timing	Cost
Year round, excluding high season	In kind contribution of your product and/or service.

PRODUCT KNOWLEDGE/FAMILIARIZATION TOURS

Meetings, Conventions and Incentive Travel

The Greater Halifax Conventions & Meetings Bureau coordinates FAM tours annually for MC&IT groups. They attract 15-20 meeting planners/association executives who, over the course of several days, participate in education activities, site inspections and social functions.

Contact: Catherine Porter, (902)422-2161, cporter@meethalifax.com

FULFILLMENT OFFER

Doers and Dreamers English Travel Guide 2003

The Doers and Dreamers Complete Guide is the signature information piece. The guide will be distributed to 750,000 potential visitors as fulfillment to inquiries resulting from advertising campaigns in all major markets, at travel shows, through VIC's, embassies and travel agents.

Contact: Susan Shephard, (902)424-4709, shephars@gov.ns.ca

Insertion Dates	Deadlines		Cost	
January 2003	**Booking:**	July 31, 2002	**Back Cover:**	$19,000
	Material:	August 31, 2002	**Inside Back:**	$15,000
			Full Page:	$10,000
			Half Page:	$5,500
			1/4 Page:	$2,900
			Single Column x2:	$1,225

2002 Scenic Travelways Map

The Scenic Travelways Map is produced and distributed to all VIC's and kiosks and is used in fulfillment.

Contact: Susan Shephard, (902)424-4709, shephars@gov.ns.ca

Insertion Dates	Deadlines		Cost
March 2002	**Booking:**	November 30, 2001	Two advertising sponsorships
	Material:	January 12, 2002	available at $20,000 each.

2002 Touring Pocket Map

The Touring Pocket Map is a smaller version of the Scenic Travelways Map. This piece is distributed at regional CAA offices, car rental agencies.

Contact: Susan Shephard, (902)424-4709, shephars@gov.ns.ca

Insertion Dates	Deadlines		Cost
March 1, 2002	**Booking:**	December 31, 2001	Business card: $500
	Material:	January 14, 2002	20 advertising spaces available.

VISITOR INFORMATION CENTRES & CHECK-IN INFORMATION

Literature VIC Distribution

Distribution of tourism brochures to provincial and municipal Visitor Information Centres. Brochures will be displayed on rotational basis.

Benefits: Over 1 million visitors enter more than 75 visitor Information Centres throughout the province. Brochures are displayed in the centres by region and/or activity.

Contact: Bob Boyd, (902)424-2906, rboyd@gov.ns.ca

Cost: Operator is responsible for delivery to Distribution Centre.

Nova Scotia Check-In Information and Reservation Service

Information and reservation service available to potential visitors via toll free service, fax, internet or provincial Visitor Information Centre.

Benefits: Information and rates may be updated regularly to remain current. Both reservations and information may be used in pre-planning stage and while in province. Operator only pays for service when revenue is generated through actual booking.

Contact: Bob Boyd, (902)424-2906, rboyd@gov.ns.ca

Cost: Information service free to both operators and visitors. Operators are charged a commission for reservations made through the service.

Open Door Program

This program enables operators to promote their product to Visitor Information Centre front-line staff who sell it to the visitor. Participating operators offer some form of discount or added value. Front line staff must present their card identifying them as members in order to received the discount or added value.

Benefits: Operators promote their product to approximately 700 front line staff at Visitor Information Centres, Check-In, Provincial Parks, National Parks, and Nova Scotia Museums.

Contact: Sharon Martin, (902)424-4686, smartin@gov.ns.ca

Cost: Cost is determined by the operator who can offer reduced rates, waive admission fees, etc. All offers should be based on availability and operators may establish any criteria they wish.

Compliments and Complaints

Benefits: Opportunity for visitors to comment in writing on their vacation experiences in Nova Scotia, positive and negative. All visitor comments receive a written response, while a copy of our response and the visitors' comments are forwarded directly to operators for their input and follow up. This venue play an important role in both maintaining and improving the overall quality of customer service.

Contact: Sharon Martin, (902)424-4686, smartin@gov.ns.ca

PRODUCT DEVELOPMENT

Product Development and Market Readiness Initiatives

Programming is available to assist with developing and enhancing the market readiness of Nova Scotia's most competitive tourism products, destinations, attractions, operators and communities and to improve the quality and competitiveness of tourism businesses. Assistance is available through the Strategic Tourism Development Program and the Rural Partnership Initiative for tourism planning/research, product interpretation and development, destination development, market readiness enhancements, and best business practices.

Eligibility: Applicants include private sector associations, municipalities, not-for-profit community organizations and government agencies. Projects will be evaluated on the level of tourism impact they are likely to have, the overall cost, how much additional funding the applicant brings to the project and the ability of the applicant to sustain the project. Eligible projects are supported on a partnership/cost sharing basis.

Contact: Bob Book, (902)424-3141, bookbe@gov.ns.ca

Tourism Attraction Signage Program

Promotes and directs visitors to key attractions and festivals through standardized signs located along controlled access portions of 100 series highways.

Eligibility: In order to be considered for tourist attraction signage, attractions must make a formal application and approval is based on an established criteria.

Contact: Bob Book, (902)424-3141, bookbe@gov.ns.ca

Cost: All costs for tourist attraction signage are the responsibility of the attraction operators. If approved, signs include 2 attraction signs on the 100 series highway at the appropriate exit and 2 trail blazer signs at the end of exit ramps.

Business Development Guides

The purpose of the "How-To" Business Development Guides is to provide information necessary for establishing, improving and operating a tourism-related business in Nova Scotia. There are 11 guides available:

- Accommodations
- Restaurants
- Receptive Tour Operators
- Community Tourism Planning
- Retail Operations
- Adventure Tourism Operators
- Campgrounds
- Local Sightseeing Tour Operators
- Visitor Information Centres
- Attraction Development
- Marketing for Individual Businesses

Eligibility: Of interest to entrepreneurs, as well as existing businesses who want to establish a new business or improve their operations

Contact: Bob Book, (902)424-3141, bookbe@gov.ns.ca

Cost: No charge. To obtain copies, please call 424-3908.

2002 Partnership Advertising Opportunities Order Form

PG #	ATLANTIC CANADA	BOOKING DEADLINE	QUANTITY:RATE	TOTAL
3	2002 Festivals and Events Guide	January 14, 2002	___ Back Cover: $2,000 ___ Inside Back:$1,000 ___ Full Page: $500 ___ Half Page:$250	_____
3	Spring Value Vacation Ideas	January 18, 2002	___ Coupons: $200	_____
3	Summer Value Vacation Ideas	March 15, 2002	___ Coupons: $200	_____
3	Fall Value Vacation Ideas	June 14, 2002	___ Coupons: $200	_____
3	Winter Fulfillment Program	December 14, 2001	___ Insertion: $250	_____
	ONTARIO	BOOKING DEADLINE	QUANTITY:RATE	TOTAL
4	Reader's Digest (Eastern Canada Edition)	December 14, 2001	___ Full Page: $3,375 ___ Half Page: $1,725	_____
	QUEBEC	BOOKING DEADLINE	QUANTITY:RATE	TOTAL
5	Sélection du Reader's Digest	December 14, 2001	___ Full Page: $3,170 ___ Half Page: $1,585	_____
5	Montreal La Press & Le Journal	December 14, 2001	___ Full Page: $8,710 ___ Half Page: $4,355 ___ 1/4 Page: $2,180	_____
	NORTHEASTERN US (NEW ENGLAND/MID-ATLANTIC)	BOOKING DEADLINE	QUANTITY:RATE	TOTAL
8	Yankee Magazine	November 23, 2001	___ Full Page: $12,175 ___ Half Page: $6,090 ___ 1/4 Page: $3,045	_____
8	Reader's Digest US (New England Edition)	November 23, 2001	___ Full Page: $12,600 ___ Half Page: $6,300	_____
	NICHE	BOOKING DEADLINE	QUANTITY:RATE	TOTAL
11	Outside Magazine	November 30, 2001	___ 1/9 Page: $1,150	_____

PLEASE REFER TO PAGE 2 FOR SUBMISSION GUIDELINES.

TOTAL COST $_____

Cheque enclosed for 50% of Total $_____

HST is included in all pricing.

Payment should be remitted to:
Corporate Communications Limited, ATTN: Jason Riley
Suite 700, 2695 Dutch Village Road, Halifax, NS B3L 4V2
Tel: (902)493-3251 Fax: (902)453-4916
Email: jriley.ccl@cclgroup.ca

Business Name: _____

Address: _____
STREET PO BOX

_____
CITY/TOWN PROVINCE POSTAL CODE

Contact Person: _____
FULL NAME (PLEASE PRINT) SIGNATURE

_____
PHONE (WORK) PHONE (HOME)

_____
FAX EMAIL